



The Made in New York Animation Project

ANNUAL REPORT

July 2022 - June 2023

THE MADE IN NEW YORK ANIMATION PROJECT

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SUMMARY

THE MADE IN NEW YORK ANIMATION PROJECT

EXECUTIVE SUMMARY

Meredith E. Dean, Associate Executive Director



Dear shareholders:

Through partnerships with local government, education, community and company leaders, TAP provided free animation, therapy and career-readiness programs to over **1,602** participants from NYC's most under-represented communities.

"Thank god for these groups. They allow me to be productive with my time. The alternative wouldn't be good. These groups keep me off the street." - TAP Participant, Jamaica NeON

Our singular approach, which pairs creative arts therapy and technical animation training, unlocks the personal and professional skills necessary for participants to become leaders in the workforce. This creates a ripple effect by which racial, gender, and socioeconomic diversity are increased within the media and animation industries, empowering and positioning our participants to shift which narratives are amplified and give voice to endless yet-to-be-told stories.

This year, we formalized partnerships with Nickelodeon, Titmouse, GIPHY Arts, Epic Games and NYC Administration for Children's Services and diversified funding through new grants with NYC Department of Cultural Affairs and TD Charitable Foundation. Our studio produced a National PSA with The Felix Organization and for the first time in four years, we closed out our programs with a showcase at the SVA Theatre. Read on to discover more about this year of growth!

MEREDITH E. DEAN
Associate Executive Director

THE ANIMATION PROJECT
AT A GLANCE

July 2022 - June 2023

BY THE NUMBERS

Since our founding in 2008, The Made in NY Animation Project has served over 16,000 young people to date. We know that our school and community-based animated storytelling groups, training programs, partnership programs, and Industry Access Events are constantly expanding the pipeline of young adults in animation and digital media fields.

1,602
TOTAL PARTICIPANTS SERVED

JULY 2022 - JUNE 2023

Our programs continue to grow, serving more and more young people in their personal and professional growth. We intentionally target our programming (Fig. 1) in all five boroughs of NYC (Fig. 2). The majority of our program participants are low-income youth of color who come to TAP from probation sites, detention centers, family court systems, schools, and other community organizations in NYC's most under-resourced neighborhoods (Fig. 3,4,5).



These young people hold unique stories, wisdom, and talent with the power not only to reconfigure and diversify the media and entertainment industry, but to transform themselves, their communities, and the very fabric of NYC.

Critical for the communities we serve—TAP has continued to provide monetary incentives for program participation. For most of our participants, TAP is their first introduction to a potential career: associating building job skills with financial earning helps them understand that these skills are highly transferable for future career success. Long term, the financial incentives offer participants the means to re-invest in their own communities, positively affecting whole neighborhoods and thus NYC at large.

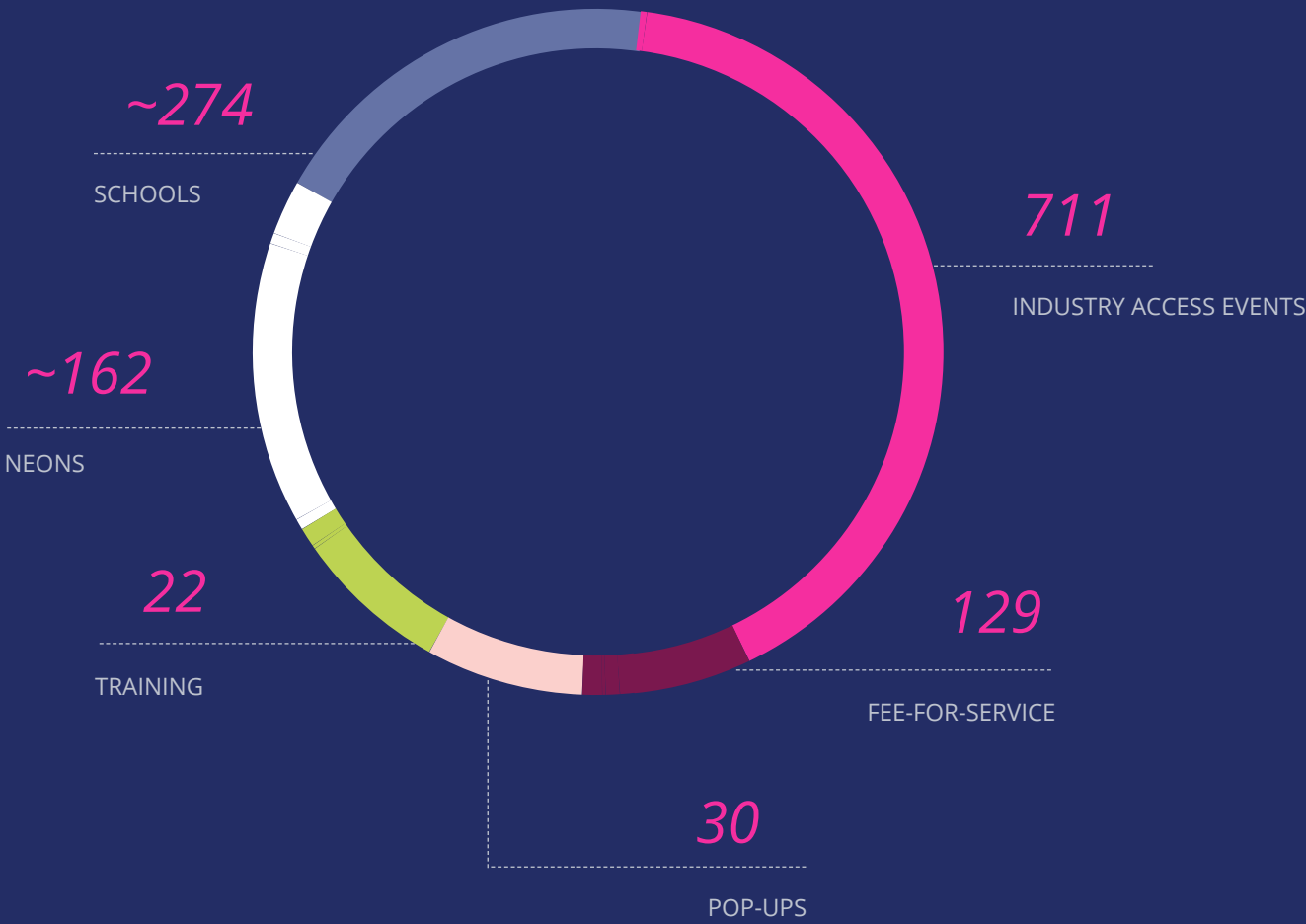
\$420,474

TOTAL INCENTIVES DISTRIBUTED

JULY 2022 - JUNE 2023

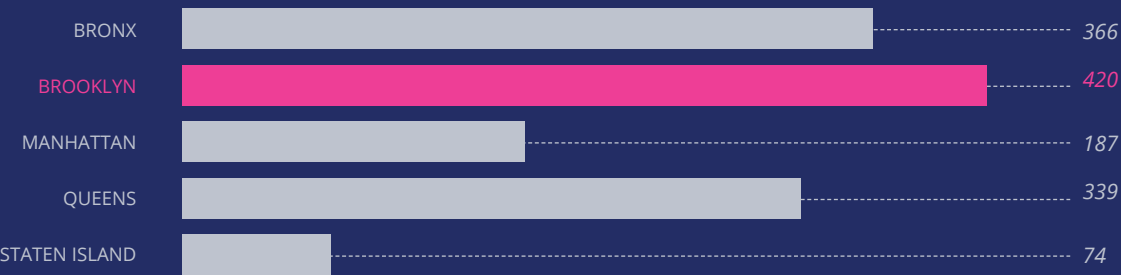
PARTICIPANTS SERVED BY PROGRAM

Fig. 1



BOROUGHS

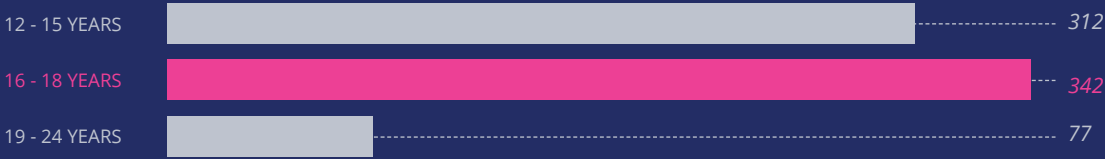
Fig. 2



*Demographic information is displayed for unique participants served (who provided demographics) in July 2022- June 2023.
** Borough, racial identity, and gender identity demographic information is missing for 20-30% of our total participants served, as participant disclosure is optional.
*** Age demographic information is missing for 55% of our total participants served, as participant date of birth disclosure is optional.

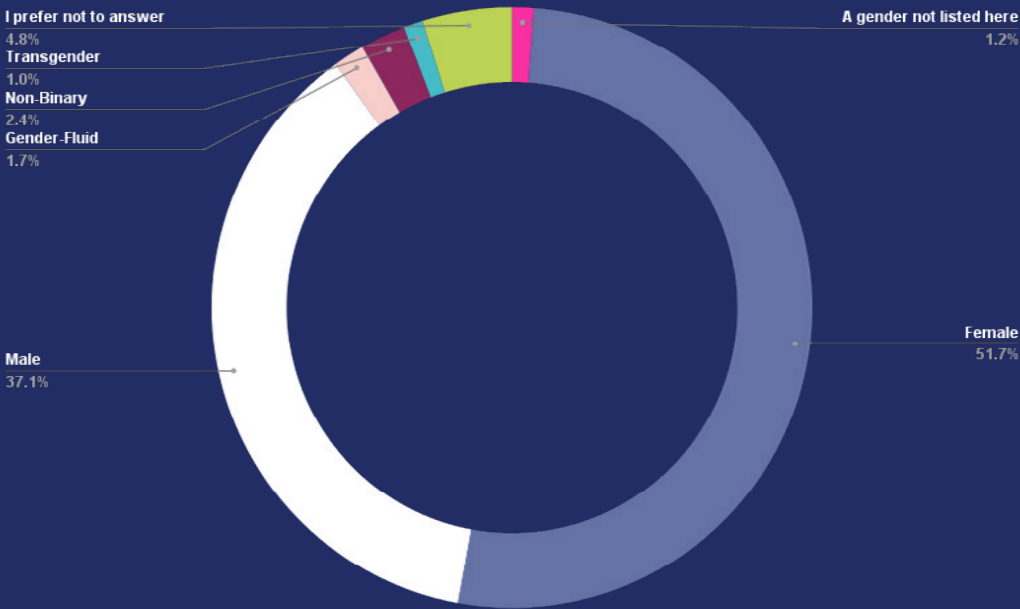
AGE

Fig. 3



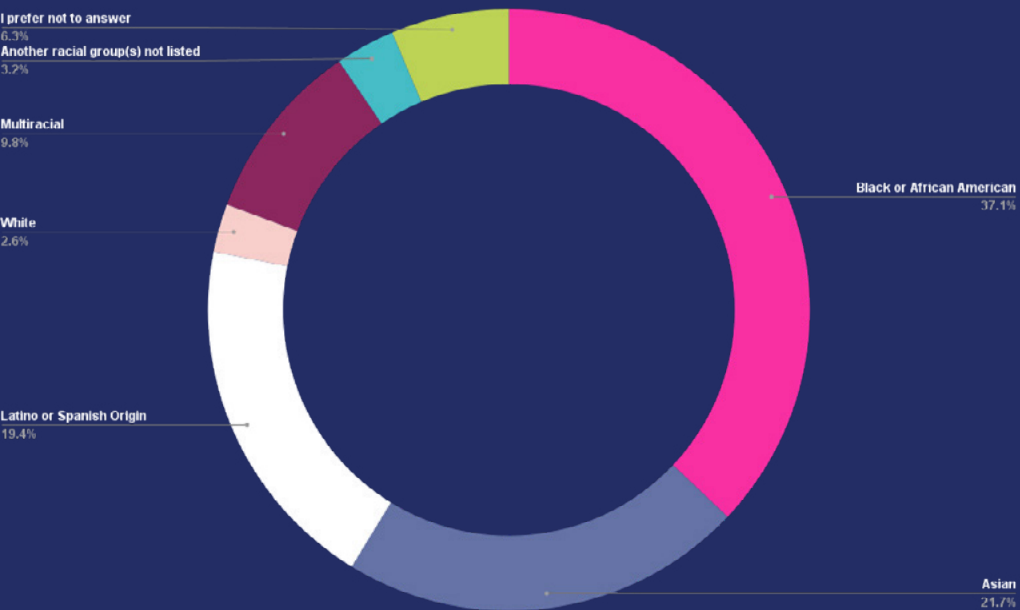
GENDER IDENTITY

Fig. 4



RACE & ETHNICITY

Fig. 5



OUR PROGRAM IMPACT

THE ANIMATION PROJECT
PROGRAM OVERVIEW

July 2022 - June 2023

SCHOOLS

TAP was thrilled to return in person to five different schools across NYC. Students engaged in educational and therapeutic production-based classes where they worked as a team to tell their story and learn various aspects of the animation pipeline. Through the filmmaking process, students explored themes of redemption, resilience, adventure, friendship and community. In addition to our in-person school programs, TAP also offered it's **first ever virtual pilot program at the JC Montgomery School in Kings County, California** where students in a detention center explored character development and design using an accessible digital art platform.

JVL Wildcat Academy Charter School, Manhattan Campus



Atfter watching their film for the first time, a participant reflected their feelings and in a state of awe shared, **“Wow, everything came to life that we talked about in creating this story!”**

JVL Wildcat Academy Charter School, Bronx Campus



The group created a mandala to represent their time at TAP, naming it “New Land”, to represent the new environment that they created by being a team and the possibilities that they made for their futures.

Judith S. Kaye High School, Manhattan



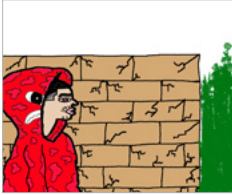
The group titled their collective moodboard, “Different Shapes, Colors, and Sizes”, not just based on the look of the moodboard, but because it represented themselves: a diverse group of people creating something together.

Judith S. Kaye High School, Queens



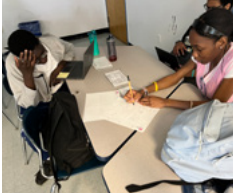
When asked to share a memory from their experience, a participant shared, **“Always showing up for us so that we could really count on you to be there to hear our ideas and support us in expressing them.”**

JC Montgomery School, Kings County Office of Education, California



The group shared the impact of kindness and support TAP had on them, reflecting, **“Not a lot of people care about us. They think we’re bad people, but we just made mistakes. But you all took the time to teach us and encourage us.”**

New Visions AIM Charter High School I, Brooklyn



Participants were so ecstatic about their film, they insisted on screening it multiple times at the start of each session. On the fourth day of watching it, they were still inviting fellow classmates and teachers into the room to celebrate their work.

NEONS

Participants of all skill levels worked alongside a Licensed Creative Arts Therapist and professional animator to learn various aspects of the animation pipeline and work together to tell their stories and create original animated films. Both in person and virtually, participants explored various mediums including 2D, 3D and stop motion animation while sharing their lived experiences, building community and developing their personal and professional skills.

- South Bronx NeON
- Harlem NeON
- Jamaica NeON
- Staten Island NeON
- Brownsville NeON
- Bedford-Stuyvesant NeON
- Virtual NeON, Character Spotlight Series

POP-UPS

In partnership with the New York City Council's 2nd, 12th, 46th and 8th districts, TAP launched an innovative pop-up curriculum. Over the course of four sessions, participants learned about the video game animation pipeline and created their very own original proof of concept levels, inspired by their communities. Through character design, asset creation and world-building exercises, participants contributed their creativity, skills and stories while learning about the cutting edge career opportunities in the field of video game design and development.

- Pop-Up #1: Brooklyn
- Pop-Up #2: Lower East Side
- Pop-Up #3: Bronx
- Pop-Up #4: East Harlem

ACS x GOOGLE

ACS Techlink

This program offered participants an opportunity to learn the animation pipeline over the course of nine weeks. By the end of the program, participants created original animated GIFs using industry-standard software such as Adobe Photoshop and After Effects.

ACS Tech Talent

This program provided three participants the opportunity to learn career readiness and technical skills in visual design and animation. Participants who had zero computer experience explored photo manipulation skills and puppet animation using Adobe Photoshop and After Effects to produce their own original animated projects.

GIPHY ARTS x TAP

TAP was grateful to welcome GIPHY Arts, a division of GIPHY devoted to expanding opportunities for artists, as a sponsor for this year's Made in NY Animation Project Showcase event. As part of this partnership, TAP participants submitted original GIFs using the GIPHY platform to be celebrated on the big screen at the event. Our collaboration with GIPHY Arts has given TAP participants the opportunity to expand their creative reach and utilize cutting edge tools to share their work with others.



POSITIVELY
IMPACTED

“

What keeps you coming back to TAP over the years?

This is the hardest question to answer, because in all honesty, the reason I first started coming to TAP is not the reason I continue to arrive today. When I first came to TAP groups it was because of my curiosity but over time I started to want to learn about animation when I attended. As time progressed, I realized that a good story is what makes a TAP film great and so I wanted to come to try and tell a good story. The consistent reason I continue to come is the fellow participants I make connections with, the new things I learn about as well as being paid \$15 at the end of the groups!

*Photo
TAP Participant, Peter A., with all of his incentive
cards since joining TAP in 2018*

“Despite struggling with confidence and outside challenges, returning to TAP groups in person after a two year pandemic hiatus helped me find ways to shine and find internal brightness in my creative voice.”

– TAP Participant, Jamaica NeON

INDUSTRY ACCESS EVENTS

TAP Industry Access Events are incentivized, webinar style groups held on Zoom. Participants have the opportunity to learn from professionals in the animation industry and ask them questions through a live Q&A. These groups showcase diverse talent and stories from partners across the industry and are intended to open the door for networking opportunities, welcome participants to the table and to inspire our young adults to consider a career path in animation. This year, TAP was thrilled to welcome an array of esteemed industry professional guests such as *Senior Talent Acquisition Specialist Cat Gulácsy*, *Storyboard Artist + Character Designer Syd Fini*, and *The Nickelodeon Interactive Game Design Team*.

TRAINING PROGRAM



Module 1

For 10 weeks, 12 trainees learned how to model original characters and props in Blender, strengthened their career readiness and financial wellness skills, networked with industry professionals, and visited Paramount Studios where they learned the pipeline of Nickelodeon's Blaze and the Monster Machines. The trainees were celebrated by friends, family, and TAP staff at a virtual graduation ceremony.



Module 2

For 10 weeks, 10 trainees learned how to model original characters and props in Blender, strengthened their career readiness and financial wellness skills, networked with industry professionals, and visited Paramount Studios where they learned the pipeline of Nickelodeon's Blaze and the Monster Machines. The module culminated in a presentation of their final projects to a wider audience at graduation.

CAREER PLACEMENTS

This year, TD Charitable Foundation provided placement support for our training program graduates. Between 2022 and 2023, TAP placed graduates of the TAP Training Program into **33 career opportunities**, including additional schooling/ training programs, mentorships, volunteerships, internships, and paid positions. One such placement began this June, when alumni **Ausar Johnson** headed off to the *Pixar Undergraduate Program (PUP) Internship* in California!

STUDIO

TAP Studio had a full year, producing a national PSA for The Felix Organization and wrapping up our graphics campaign for the Annual Made in New York Animation Project Showcase at SVA theater. As part of this campaign, Studio created various graphics elements for print, digital marquees and posters, and for the big screen at the showcase itself. These elements were then used to be implemented to great effect on our social media sites such as instagram. This Summer, TAP Studio will be partnering with the Childrens' Services Council of Broward County, in Florida, to create a brand new animated PSA. Having previously partnered in 2020, we are looking forward to creating an exciting, new PSA that will premiere in September 2023.

Photos left page. From top to bottom:

TAP Training Program, Module 1: Intro to Blender cohort at Harlem NeON.

TAP Training Program, Module 2: Intro to Blender cohort at a studio visit to Nickelodeon.

BADGING

We continued to build out our digital badging system this year. In partnership with ReelWorks/MediaMKRS, TAP adopted a new digital platform to improve the badging submission form process and amended the naming and criteria for its workforce development badges to remain in alignment with the evolving standards of the National Association for Colleges and Employers (NACE). TAP's current badging directory includes 13 Workforce Development badges and 9 Technical badges.

Fig. 6

		2021-2022	2022-2023
Workforce Development Badges	Welcome to TAP	23	8
	TAP Internship Completion	23	10
	Identifying Your Core Values	9	3
	Workplace Advocacy	9	3
	Effective Pitching	2	1
	Public Speaking	15	1
	Developing a Brand	1	0
	Productivity Tools	6	2
	Effective Teamwork	9	5
	Internal Communication	5	4
	External Outreach	0	_____
	Applying for the Job	3	_____
	Landing the Job	3	_____
Technical Badges			
	Basic Modeling	9	5
	Basic Editing	0	_____
	Basic Texturing	6	_____
	Basic Rigging	1	_____
	Basic Lighting	3	3
	Basic Animation	0	_____
	Basic Compositing	0	_____
	Basic VFX	1	_____
TOTAL AWARDED TO-DATE:	Basic Project Management	12	_____
	Blender Basics	_____	3

POSITIVELY IMPACTED

"As a trainee, I learned the fundamentals Blender and the pipeline for making your character design come to life in 3D form. Alongside learning the software on a week to week basis, we also talked about our emotions and how it ties into creating art. My favorite part of the program was definitely this and the emphasis of Mental Health through art. I learned not just about how to bring ideas/characters to life through Blender but about how wonderful it is to be a part of a community of people who share the same passion for art."

-Sadia M., Training Program

"The process of learning the basics of blender was quite difficult at first, but I found that with much trial and error, I was able to create a character model that I was very proud of. I'm very grateful to Steph and Miranda who helped guide us through the program and provided us with helpful techniques and basic skills for Blender, as well as career readiness skills that will help us find more job opportunities. The whole program was a ton of fun, but I think my favorite part was being able to speak with the creators of "Blaze and the monster machines" at nick studios. I found the experience very exciting and informative."

-Sean W., Training Program

"I feel like I was meant to know and learn about the TAP program. I wanted to do an animation program but I don't know where to start. And then I found out about TAP. I just made the cut off, so I took it as this was meant to be. Being with the trainees was just meant to happen. Even the students I'm in class with, it all meshes well, it meshes perfectly. I love how we're all learning from each other, we're learning about an amazing program, Blender. You can do so much with it. At 24, being an artist and an entrepreneur, I'm trying to expand, so I feel that this is something that will definitely help me advance."

-Xenia J., Training Program

THE ANIMATION PROJECT FILMS

July 2022 - June 2023

THE GIRL WHO TURNED PURPLE

Judith S. Kaye High School, Manhattan

Participants came up with a relatable character that touches on the reality of NYC. The students aimed for an adventurous theme about diversity. Over time, new faces became familiar faces and allowed room for friendship, connections, trust, and a safe space to grow. The therapeutic process, use of creative art objectives, the group dynamics, unheard conversations, creativity, and working together helped shift the participant's ideas from their heads into a touching and powerful film.



COUPLERS

Harlem NeON

What started off as one participant's drawing of a missing engagement ring and cat detectives, quickly turned into an old fashioned train ride with some kooky kitty characters. The group worked together to make sure each group member was represented -- each with a train car that incorporated drawings and ideas they brought to group. Oftentimes our ideas were too big for the story, but by working together group members were able to navigate making choices and showcasing multiple voices in a shared project.



TOO STICKY

New Visions AIM Charter High School I,

When creating these collaborative short animatics, you have to keep playing with ideas until one sticks. This rambunctious group tested boundaries, challenged ideas and met every day with humor and resilience.



DANCE FROG

JVL Wildcat Academy Charter School, Man-

One of the participants was videoed dancing so that they could create the exact dance moves that the main character performs. All movements, dancing and not, from our main character were inspired by the participants' limitless creativity.

2022-2023 | THE MADE IN NEW YORK ANIMATION PROJECT FILMS

	FILM	SITE
1	<i>Adventure of a Thief</i>	Virtual Animated Storytelling, Cycle 1
2	<i>April Reigns</i>	New Visions AIM Charter High School I, Brooklyn
3	<i>Big Step</i>	JVL Wildcat Academy Charter School, Manhattan
4	<i>Blender Characters & Props</i>	TAP Training Program, Module 1
5	<i>Blender Characters & Props</i>	TAP Training Program, Module 2
6	<i>Board of Doom</i>	Jamaica NeON
7	<i>Chicago Drift</i>	New Visions AIM Charter High School I, Brooklyn
8	<i>Chowtime</i>	Bronx NeON
9	<i>Clouds of Class</i>	Staten Island NeON
10	<i>Couplers</i>	Harlem NeON
11	<i>Dance Frog</i>	JVL Wildcat Academy Charter School, Manhattan
12	<i>Franken Fail</i>	New Visions AIM Charter High School I, Brooklyn
13	<i>Gears and Ghost</i>	Virtual Animated Storytelling, Cycle 5
14	<i>Masks Off</i>	Harlem NeON
15	<i>Meta vs. Reality</i>	Jamaica NeON
16	<i>Mirror of Memories</i>	JVL Wildcat Academy Charter School, Manhattan
17	<i>Mistaken Wish</i>	JVL Wildcat Academy Charter School, Bronx
18	<i>Nightshade</i>	Harlem NeON
19	<i>Potion of Paradise</i>	JVL Wildcat Academy Charter School, Bronx
20	<i>Ship Happens</i>	South Bronx NeoN
21	<i>Star Chasers</i>	Brownsville NeON
22	<i>The Art of Liberation</i>	Jamaica NeON
23	<i>The Beach Bagel Standoff</i>	Virtual Animated Storytelling Cycle 3
24	<i>The Beauty of the Beasts</i>	Judith S. Kaye High School, Queens
25	<i>The Fashion Friendzy</i>	Virtual Animated Storytelling Cycle 4
26	<i>The Girl Who Turned Purple</i>	Judith S. Kaye High School, Manhattan
27	<i>The Magic Globe</i>	JVL Wildcat Academy Charter School, Bronx
28	<i>The Other Side</i>	JVL Wildcat Academy Charter School, Bronx
29	<i>The Rise of Lady MB</i>	Judith S. Kaye High School, Queens
30	<i>The Road Trip</i>	JVL Wildcat Academy Charter School, Bronx
31	<i>The Transformation</i>	Virtual Animated Storytelling, Cycle 2
32	<i>Too Sticky</i>	New Visions AIM Charter High School I, Brooklyn
33	<i>Unearthed</i>	Bed Stuy NeON
34	<i>Visit From the Outer</i>	Staten Island NeON
35	<i>When It All Boils Over</i>	Brownsville NeON
36	<i>Who is Her?</i>	Judith S. Kaye High School, Manhattan



Photo top left

(Left to Right) Brian Austin (TAP), Commissioner Anne del Castillo (MoME), Meredith Dean (TAP), Catrina Prioleau (DoP), Deputy Commissioner Sharun Goodwin (DoP), Alia Jones-Harvey (MoME), Amanda Nguyen (MoME) at the 2023 Made in New York Animation Showcase.

Photo bottom left

TAP Animator and participant, East Harlem Pop-up #4 in partnership with the New York City Council's 8th District.

Photo top right

(Left to Right) Speakers/Hosts: Aisha Purvis, Yariza Montano, and Joseph Benitez presenting at the 2023 Made in New York Animation Showcase, supported in part by funds from the NYC Department of Cultural Affairs in partnership with City Council.



NEW PARTNERSHIPS

July 2022 - July 2023

The Animation Project (TAP) was founded on the model of a world where all young people know that they belong—and that they are worthy of a thriving and successful future. We are proud of the lasting and sustainable impact we have made. This year, we are excited to see we have managed to continue to expand our reach, making connections and new partnerships; as we strive to make TAP an even larger part of the creative economy support initiative of NYC.



GOVERNMENT & FOUNDATION PARTNERS

TAP excitingly brought on three new government and foundational partners to our team to support the next generation of animators and storytellers. With these partnerships, TAP has continued to focus on equity reforms, spreading investments to not only our community's smaller, local, and more diverse groups, but the fabric of NYC at large.

- **Department of Cultural Affairs (DCLA)**
- **TD Charitable Foundation**
- **NYC Administration for Children Services (ACS)**
- **NYC City Council**
- Eckstein Charitable Trust
- NYC Mayor's Office of Media & Entertainment (MoME)
- The Neighborhood Opportunity Network (NeON)
- NYC Probation (DoP)

CORPORATE PARTNERS

This year, TAP was grateful for expanded corporation support. We successfully expanded our partnerships, introducing two new corporate partners to our initiatives and efforts to provide exceptional programming and reinstate our first in-person Annual *Made in New York Animation Showcase* since 2018.

- **Superplastic**
- **GIPHY Arts**
- Dentons
- Hue Boost

INDUSTRY COUNCIL

In partnership with Alia Jones Harvey at the Mayor's Office of Media and Entertainment, Made in New York Animation Project is honored to have a who's who amongst NYC-based animators as consultants on our industry counsel. Our goal for this year was to engage our council more directly, including more regular meetings, workshops and visits. With the intent of advising the MiNY Animation Project, and serving as partners in our work, the Animation Industry Council membership includes:

- Alan Lewis | Take 2 Interactive Software
- Alex Tracy | Fancy House of Visual Effects
- Amanda Libotte | The Mill
- Amy Gagnon | FOX Corporation
- Andrew Bly | Crafty Apes VFX
- Blaine Cone | Crafty Apes VFX
- Boris Ustaev | Autodesk
- Cat Gulacsy | Calling All Talent
- Christina Miller | Cartoon Network
- Christophil Jude Silva | Avalanche Studios
- Dan Shefelman | Dan Sheflman Studios + FIT
- Daniel Abramovich | Nickelodeon
- Donna Bulford | Animation World Network
- Frank Suarez | Bunko Studios
- Hsiang Chin Moe | School of Visual Arts
- Janice Burgess | Enchanting Leela
- Jimmy Calhoun | School of Visual Arts
- Katie Cropper Klein | ASIFA East
- Kim Lee | FuseFX
- Lightning Yumeku | 3 Degrees Films
- Lisa Fagner | Disney Studios
- Lisa Goldman | Women in Animation NYC
- Mark Voelpel | Brooklyn College
- Mary Nittolo | The Studio
- Masako Kanayama | Silvergate Media
- Melanie Grisanti | Production
- Peter Patchen | Pratt Institute
- Philip Courtney | Urban Arts Partnership
- Pilar Newton-Katz | PilarToons LLC
- Tom Eaton | Kingsborough Community College CUNY
- Winnie Chaffee | Titmouse Studios

INDUSTRY PARTNERS

Access to the industry is a critical part to our organizational culture. Maintaining our goals of diversifying and amplifying representation in the industry, TAP is honored to have joined forces with Paramount Animation as a new industry partner.

- **Paramount Animation**
- Nickelodeon
- Titmouse
- T2 Interactive
- Fox
- Women in Animation
- Media MKRS / ReelWorks

NEW INITIATIVES

July 2022 - June 2023

SOCIAL MEDIA

This year, TAP launched a new social media initiative to update our media presence and outreach to a wider audience. Created by an internal staff committee, members have participated in weekly meetings to build out a social media protocol that better mirrors our organizational goals and more clearly delineates our target audience. Collaborating on campaigns, creating content, and strategizing on more simplified branding, we have seen a exponential increase in our engagement metrics.

CONSULTANTS

The Made in New York Animation Project continued to work with Cat Gulacsy, Industry Outreach Advisor, who places our interns at prestigious studios and networks on their and MiNY TAP's behalf. Cat also works for several highly recognized studios on both the West and East Coasts. She is the Co-Chair of the New York Chapter of ACCESS: VFX, a cross-company initiative to promote diversity and inclusion in the VFX industry and an Adjunct Professor for the School of Visual Arts.

We also continued to work with celebrated therapist, professor and artist Adam D-F. Stevens (he|they), MA, RDT to our team as the creative arts therapy Clinical Supervisor. Adam is a Registered Drama Therapist (RDT) who works at the Cooke School & Institute guiding young people with developmental differences. He is the Artistic Director of the Collideoscope Repertory Theatre Company (CRTC) in the NYU Steinhardt program in Drama Therapy. He serves as an adjunct faculty member in the Drama Therapy programs at Antioch University in Seattle and Marymount Manhattan College in NYC. He sits on the Board of Directors for the North American Drama Therapy Association (NADTA) as Chair of the Cultural Humility, Equity, and Diversity Committee. In his clinical artistry, Adam looks to center the voices and experiences of marginalized folx.

The Made in New York Animation Project welcomed two new consultants as well. Cara Macksound, Financial Therapy, Wellness, Equity & Inclusion Strategist, who helped build out our financial wellness sector within our training programming. Her work at TAP inspired Bank Roll'd, a nonprofit she founded that supports and mentors the unbanked community with financial education and wellness. She currently sits on the board of four non-profits and is on the business development and membership committee for the Financial Therapy Association. Art Jens, Cybersecurity & Information Technician, came on as a consultant to TAP as we continue to improve systems of data aggregation, storage and security. Art formed Atticus Cybersecurity in 2021 and has specialized in helping small to medium firms and non-profits negotiate today's digital environment. He prides himself on giving hands-on professional service that is tailored to fit organizational operating procedures and security needs.



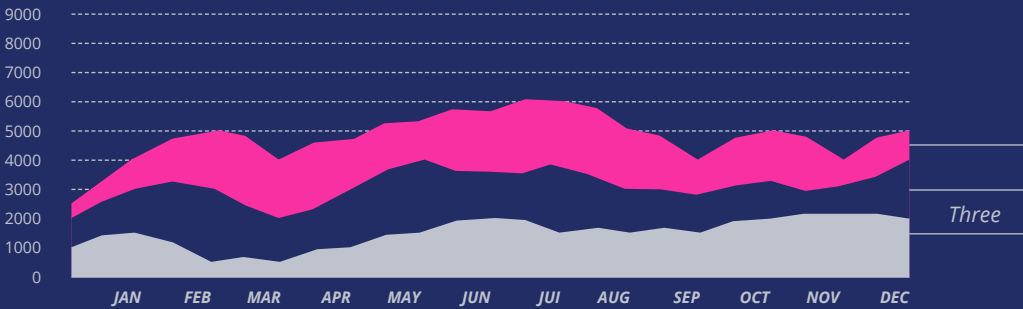
“

It's been a genuinely gratifying experience as we partner with studio outreach initiatives and support the placement of our talented participants in opportunities within the world of animation, games and VFX.

These opportunities have ranged from studio tours to that of working on live projects alongside fellow industry professionals, and each experience itself has been an invaluable connection or conversation that corresponds so effortlessly to an ever evolving career path.

Photo
Cat Gulacsy, TAP Industry Outreach Advisor

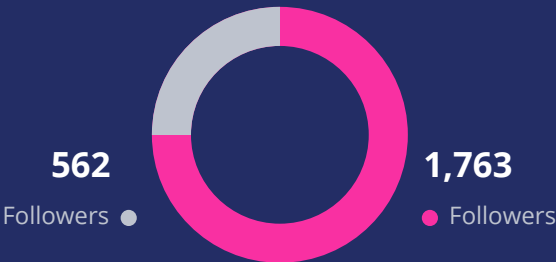
1,829 Followers



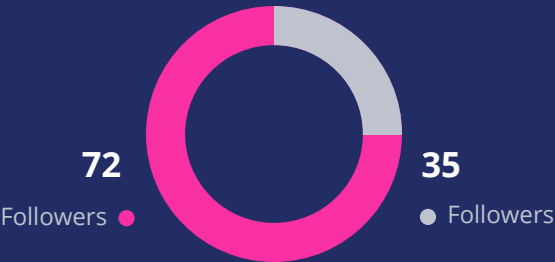
April - June 2023

Social media engagement analytics show a substantial increase in our reach. When reviewing both followers and non-followers, we successfully reached +177% more accounts that weren't followings us compared to last year.

2,325 Accounts Reached



107 Accounts Engaged



BOARD OF
DIRECTORS

July 2022 - June 2023



BRIAN AUSTIN
Founder & Executive Director
Founder & Executive Director,
The Animation Project



RAMONA ROOPNARINE
Board Chair
Global Head of Marketing:
Employer Brand, Diversity &
Inclusion, HR and Technology &
Innovation, Bloomberg LP



FRANK MASIELLO
Treasurer
President and CEO, TradeMas,
Inc.



LAURENCE AUSTIN
Board Member
Chairman and Cofounder,
Endeavour Capital Partners



JOSE GOMEZ
Board Member
Commercial Relationship /
Lending Manager II, TD Bank



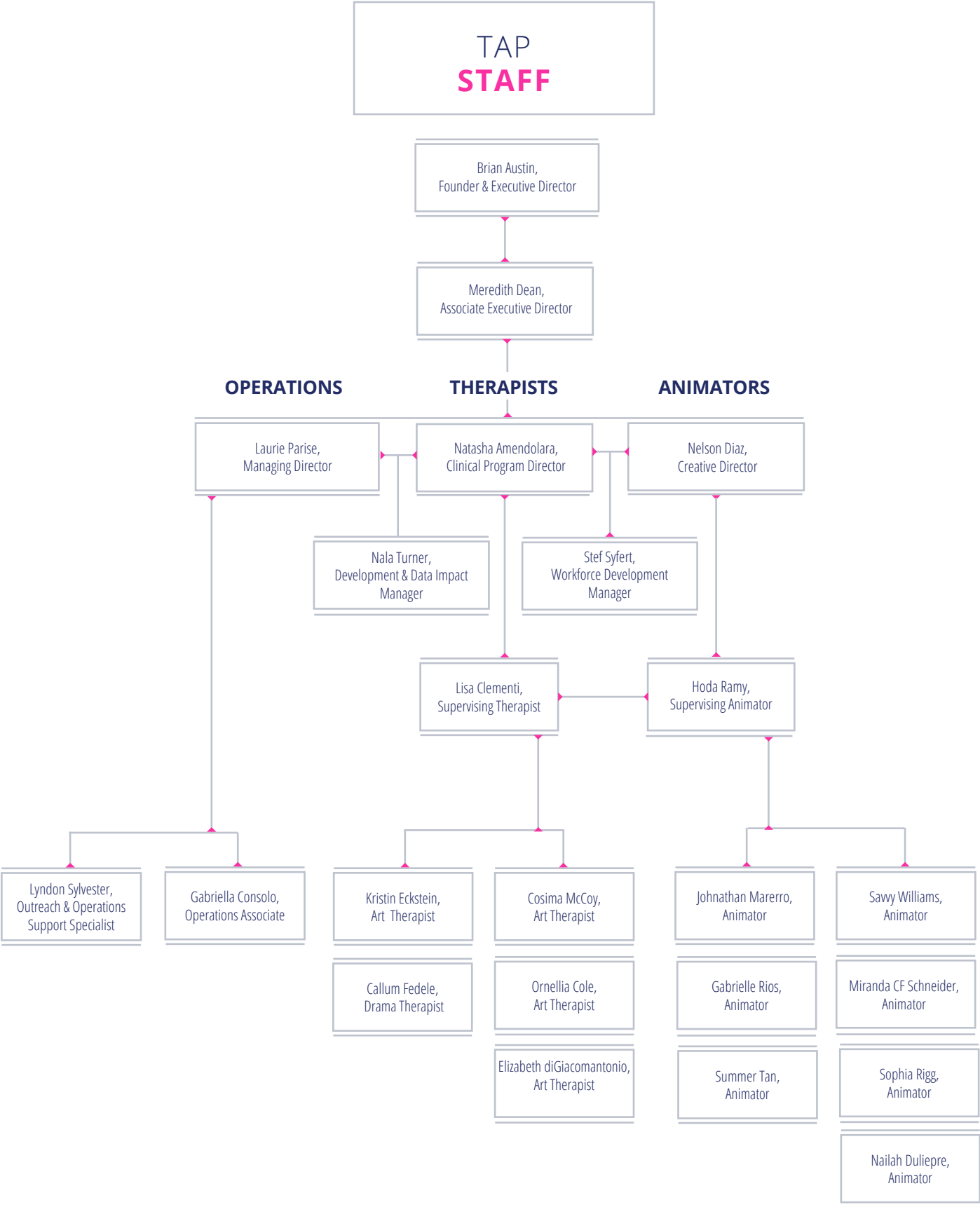
LAUREN MACKSOD
Board Member
Senior Partner, Dentons US LLP



MATT MUNN
Board Member
Veteran Animator, Independent



ROSE POLIDORO
Board Member
Marketing Entrepreneur, Rose
Enterprises



COMPANY NAME

TAP
MISSION & HISTORY

July 2022 - June 2023

MISSION

The Animation Project (TAP) is an NYC-based nonprofit that uses digital arts technology to support youth (aged 12-24) in their personal and professional growth.

We envision a world where all young people know that they belong—and that they are worthy of a thriving and successful future. Our singular approach, which combines creative arts therapy with industry-standard animation training, introduces youth to the infinite possibilities made possible through creative expression.

Our work begins with a simple act: inviting youth to tell their stories. Whether they engage with TAP for one day or one year, participants benefit from tiered, incentivized programming that builds confidence, gives them access to opportunity, and introduces them to new careers. Our core programs bring creative arts therapy to schools, detention centers, and community-based organizations and introduce young people to the animation pipeline; our workforce development programs feature an integrated career readiness curriculum.

The majority of our program participants are low-income youth of color who come to TAP from probation sites, detention centers, family court systems, schools, and other community organizations in NYC’s most under-resourced neighborhoods. These young people hold unique stories, wisdom, and talent with the power not only to reconfigure and diversify the media and entertainment industry, but to transform themselves, their communities, and the very fabric of NYC. Since our founding in 2008, TAP has provided over 15,000 individuals with the personal tools and transferable professional skills they need to tell their stories and pursue any future they choose.

HISTORY

TAP was founded in 2008 by Executive Director Brian Austin, who originated the TAP model while working as an art therapist with adolescents in foster care. Brian applied his skills as a professional animator to nurture the social, emotional, and cognitive growth of his young clients by using animation as the medium for them to both express their personal narratives and also learn technological skills. Over the last 15 years, TAP has deployed, adapted, and scaled this approach into a series of programs. In 2017, we were proud to join forces with the NYC Mayor’s Office of Media and Entertainment (MOME) and the Department of Probation to expand our reach and make TAP part of MOME’s creative economy support initiative: Made in New York.

Photo top

TAP participant modeling in Autodesk Maya.

Photo bottom

TAP Animator and participant reviewing animation progress, Jamaica NeON.



CORE VALUES

DEVELOPMENT

We know that every process begins with a seed. Our success comes from our patient attention to nurturing people, projects, and production at every stage.

TEAMWORK

We are a team. The creativity of the group is stronger than an individual working alone.

CREATIVITY

Imagination is more than an escape; it’s a doorway to innovation. We use it to propel our work and our participants into new spaces.

CREDIBILITY

We bring our authentic selves. We tell the truth about what we know and what we need. The work we make comes from our lived experiences, our dreams, and the changes we aim to make in our

WORK

A meaningful career is the reward for our training. Work is not just done to obtain a job. Work is done so we can do what we love.

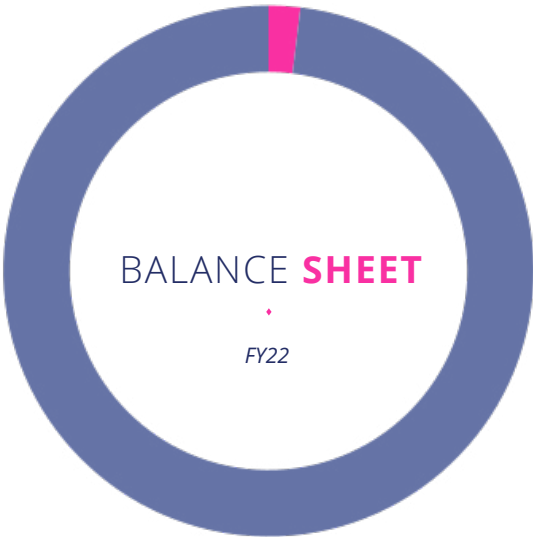
FUN

We work hard and we play hard, intentionally building enjoyable experiences into our work together. communities and the world.



STATEMENT OF FINANCIAL POSITION

JULY 2022-JUNE 2023



Total Liabilities: **\$11,644**
Total Assets: **\$592,301**



Total Expense: **\$1,935,344**
Total Revenue + PPP Income: **\$2,156,486**

STATEMENT OF FINANCIAL POSITION

Consolidated Financial Statement Y.E. 12/31/2023		
Balance Sheet	Total Assets	\$592,301
	Total Liabilities	\$11,644
	Total Equity	\$580,657
	Unrestricted Net Assets	\$359,515
	Net Income	\$221,142
Revenue & Expense	Total Equity & Liabilities	\$592,301
	Revenue + PPP Income	\$2,156,486
	Expense	\$1,935,344
	Net Income	\$221,142

THE ANIMATION PROJECT

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Building Animation Skills
for the next generation of storytellers



Made in NY
Animation Project

nyc.gov/animationproject



A program of the NYC Mayor's Office of Media & Entertainment in partnership with the Neighborhood Opportunity Network (NeON)